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A revolutionary
new
Parker Pen

SACLESS

Vacuum Filled

Holds 102% more ink
Reversible Point Writes 2 Ways

TO THE RETAIL SALESPERSON—to be successful in selling Parker Vacuum Filler Pens, please carefully study the pen's features shown within. Hang this folder near your pen counter and use it to show customer the advantages of this revolutionary pen, and how to operate it.

Parker
VACUUM FILLER

How to demonstrate and sell the Parker VACUUM FILLER Pen

In selling the Parker Vacuum Filler Pen it is highly important to impress upon the prospect that this pen is a revolutionary departure from all existing pens. It is utterly distinctive in style, principle, and performance.

We suggest you put over this idea somewhat as follows in step number one. Then continue through the remainder of the sales talk in the order given. This is merely an outline, but it is worth following so that you will include all the major features of the Vacuum Filler Pen in your sales talk.

STEP 1—Start somewhat like this, meanwhile reaching into the case for one Vacuum Filler Pen:

“Let me show you a marvelous new invention that has completely revolutionized fountain pens.”

Display the pen carefully in your hand as you would hold a precious gem, appreciating its worth. Then remove the cap, and hold the pen so that the golden arrow on clip and nib are toward the customer, and say:

“This is the new Parker Vacuum Filler Pen. It is filled by vacuum, and holds 102% more ink than other pens of its size. There is no rubber sac, no piston or valves.”

STEP 2—Continue as follows:

“And notice this, the point is of platinum and gold (show point). It is reversible—writes two ways—”

Then, on a pad of paper write the following, meanwhile reading the words out loud:

“The upper surface writes extra fine. The under surface writes fine, medium or broad, as you select.”

Then hand pen to customer and say: *“Try it.”*

STEP 3—While customer is trying pen, get one each of the three styles of Vacuum Filler Pens from the case. Place them on the counter and interrupt the customer as follows:

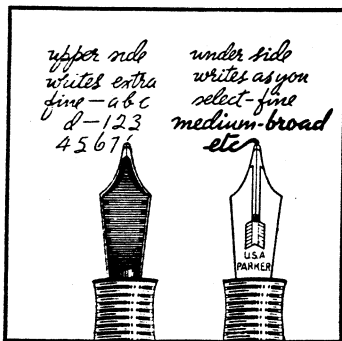
“There are three distinctive styles of Vacuum Filler Pens. This, (showing Jet and Silver Pearl) is of laminated Jet and Silver Pearl. Beautiful, isn't it? Why, its barrel has a lustre like shimmering velvet. Yet, it's non-breakable. This, (show Jet and Burgundy Pearl) is Jet and Burgundy Pearl. They're both beauties. The deep Jet is the conservative style that some prefer.”

STEP 4—Quote the price, \$7.50, and show the Pencil to match at \$3.50.

THE PARKER PEN COMPANY, JANESVILLE, WISC.

Reversible Point of Platinum and Gold

Writes Two Ways



X-ray photo
shows large ink
chamber and
vacuum filler

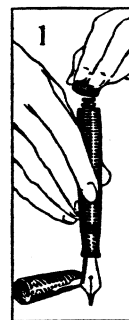
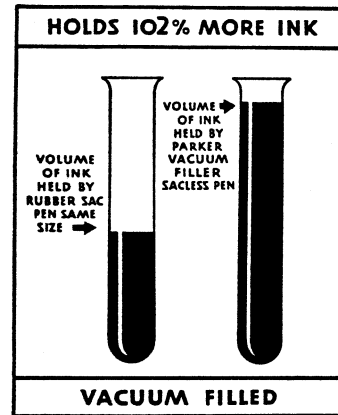
Three Styles

Jet and Silver Pearl
Jet and Burgundy Pearl
Deep Jet, Gold Mounted
Barrel of striped laminations as
shimmering as velvet, yet
non-breakable

Vacuum Filler Pens . . . \$7.50
Pencils to Match . . . \$3.50

How To Fill The Parker Vacuum Filler Pen

Contains no rubber sac, no piston, no valves, no packing—
holds 102% more ink without increase in size

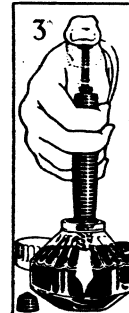


1—Unscrew the small cap at the butt end
of barrel, thus exposing the filler button.
(Figure 1)

2—Release the filler plunger by pressing
the button in and turning slightly to left.
Plunger is now extended as in Figure 2.

3—Immerse the pen point *completely* in
ink, depress the filler plunger down and
up 7 or 8 times fairly rapidly but pause a
second at the top of each stroke. See Figure 3.

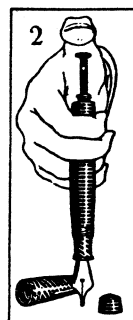
4—Before removing pen
from bottle, depress the
filler plunger and re-engage
it by pressing in and turning
button slightly to right.
Replace small cap. (When
filling the pen one can "feel" when it is full
as it is harder to work the plunger when
the pen is full.)



NOTE—When the Parker
Vacuum Filler Pen is about
9/10 empty, ink will feed to
the nib more rapidly than
normal; this is the signal to
refill.

Always, when the pen is
not in use, keep the large cap tightly
screwed over the pen point. This will absolutely
keep the pen from leaking.

Remember, the Parker Vacuum Filler is
the last word in fine pens and to get the
best out of it, use *Quink*, the quick-starting,
quick-drying, non-clogging ink.



Vacuum Filler Parts

Po

Vacuum Filler cap of laminated unbreakable Permanite mounted with 14-karat gold fittings. Inner cap provides airtight chamber for nib when cap is properly replaced on barrel after using.



Vacuum Filler nib is 14-karat gold, platinum plated with Duo-point which writes two ways—extra fine on upper side and fine, medium or broad on under side. Generously tipped with highest quality iridium and ground to perfection by experts who are penalized if any nib is rejected by Parker inspectors.



Vacuum Filler feed and vacuum tube. The feed is made of hard rubber recessed to take the form of nib. It is single capillary channel construction, insuring steady even flow. The vacuum tube is hard rubber and fitted into the rear of the feed.



Clip of 14-karat gold. Optical spring steel, seated by threaded plug in end of cap, permitting pen to set low in pocket. Clip tip smoothed so as not to tear cloth but to give firm grip for carrying.



Barrel of laminated unbreakable Permanite. Barrel and section are one piece. No chance for leaking.



Vacuum Filler filling mechanism is of high brass and chromium plated. The pressure button is gold plated and knurled for easy and sure turning to lock and unlock. The spring is stainless steel. The threaded disk bushing for holding the mechanism in the barrel is aluminum.

Blind cap of laminated unbreakable Permanite to match barrel and cap.



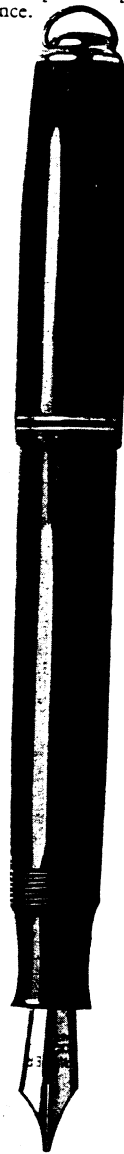
(about 1937)

Now appears a fountain pen with a twice greater ink capacity! A twice as useful point! A twice greater beauty and distinction! A twice greater value for the money! It is revolutionary in principle and perfectly marvelous in performance. Here is the goal sought by pen

makers for two generations. Its name is the Parker VACUUM FILLER. It is George S. Parker's masterpiece—the crowning achievement of his long career as the world's leading pen maker.



Jet Black Vacuum Filler Junior (ring)



Jet Black Vacuum Filler Junior (clip)



Silver Pearl and Black Vacuum Filler Senior (clip)



Silver Pearl and Black Vacuum Filler Senior (clip)



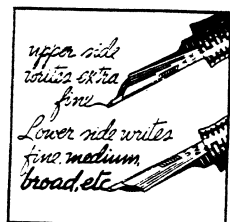
Crystal Transparent Junior (clip only)



Jet Black Vacuum Filler Junior (clip)



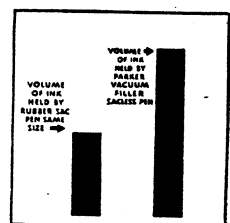
Jet Black Vacuum Filler Junior (clip)



WRITE 2 WAYS—UPPER SIDE WRITES HAIR LINE, LOWER SIDE WRITES FINE, OR MEDIUM OR BROAD, ETC.

PRINTED IN U.S.A.

Parker's new revolutionary pen—the VACUUM FILLER, abolishes rubber sac. It is vacuum filled which holds 102% more ink than any sac pen of the same size. The Senior size has a reversible platinum-plated point that writes two ways. The barrel is styled in striped laminations as shimmering as velvet . . . patented . . . non-breakable. Senior size made in jet black both ring and clip, Burgundy Pearl and Black and Silver Pearl and Black, pencils to match. The Junior size also holds 102% more ink than any sac pen, size for size and is the same as the Senior size except that it does not have platinum plated point or two way point. The Junior size is made in Jet Black and also Crystal Transparent, pencils to match.



HOLDS 102% MORE INK THAN ANY SAC PEN, SIZE FOR SIZE.